



## Virginia Green Profile

# East Coast Gateway Welcome Center New Kent

The facility is an 11,000 square foot building with restrooms, an indoor vending area and enclosed lobby which is open 24 hours daily to all vehicles. The Welcome Center is open 8:30-5:00 and offers travelers mapping routes, room reservations and information on attractions throughout the Commonwealth. Their greening initiatives came about as a result of the Virginia Green program partnership between the Virginia Tourism Corporation, the Virginia Department of Environmental Quality and the Virginia Hospitality and Tourism Association.



## GREEN ACTIVITIES

- ☒ **Recycling and Waste Reduction.** Virginia Green facilities must recycle Glass Bottles and are highly encouraged to maintain a comprehensive recycling program. This facility pledges that they:
- Recycle: glass, aluminum cans, plastic, office paper, toner cartridges, cardboard, packing supplies, fluorescent lamps, batteries, electronic equipment
  - Use bulk soap dispensers in public restrooms
  - Use high-efficiency hand dryers
  - Use a last-in/first-out inventory and labeling system
  - Encourage suppliers to minimize packaging and other waste materials
  - Purchase from vendors and service providers with a commitment to the environment
  - Make double-sided copies/ printed materials
  - Use electronic correspondence and forms
- ☒ **Minimization of Disposables.** Participants are encouraged to minimize use of all disposables. This facility pledges that they:
- Do not use disposable containers

- ☒ **Water Conservation.** The facility must have a plan for conserving water that should consider plumbing modifications and landscaping. This facility pledges that they:
- Perform preventative maintenance to stop drips and leaks
  - Use water-flow metering to discover leaks and areas of high use
  - Have automatic faucets and toilets in public restrooms
  - Discourage water-based cleanup (sweeping first)
- ☒ **Energy Conservation.** The facility must have a plan in place that encourages replacement of lighting and equipment to energy-efficient alternatives. This facility pledges that they:
- Have high efficiency heating & air conditioning (HVAC) systems
  - Perform preventative maintenance on HVAC system
  - Use natural lighting
  - Use lighting sensors to turn on/off lights
  - Purchase EnergyStar-rated computers, copiers, and appliances
  - Use directional (downward-facing) lighting in parking areas and other outdoor areas
- ☒ **Support Virginia Green.** Pledge to promote the efforts of Virginia Green to clients, members and staff and encourage them to join or do business with Virginia Green participants. This facility pledges that they:
- Provide a list of Virginia Green participants at the display counter.

For more information on the East Coast Gateway Welcome Center, see [www.virginiadot.org/travel/map-ra-newkenteb.asp](http://www.virginiadot.org/travel/map-ra-newkenteb.asp) or [www.vatc.org](http://www.vatc.org) contact Cathy Waltrip at [cwaltrip@virginia.org](mailto:cwaltrip@virginia.org) or (804) 966-7450.

For more information on the **Virginia Green** program, see [www.deq.state.va.us/p2/virginiagreen/homepage.html](http://www.deq.state.va.us/p2/virginiagreen/homepage.html) or go to [www.virginiagreentravel.org](http://www.virginiagreentravel.org).

**Virginia Green** is the Commonwealth of Virginia's campaign to promote environmentally-friendly practices in all aspects of Virginia's tourism industry. *Virginia Green* is supported through a partnership between the Virginia Department of Environmental Quality, the Virginia Hospitality & Travel Association, and the Virginia Tourism Corporation. The program has established "core activities" specific to each sector of tourism; these practices are the minimum requirements for participation in the program, but encourages participants to reduce their environmental impacts in all aspects of their operations. **Virginia Green Partners** are committing to help support the program and encourage their customers to join or do business with Virginia Green-certified participants. Although not necessarily tourism facilities themselves, Partners are expected to practice green activities in their own facilities as well. For more information on **Virginia Green**, see <http://www.deq.state.va.us/p2/virginiagreen/homepage.html> or go to [www.virginiagreentravel.org](http://www.virginiagreentravel.org).

